REPORTY
THE SOCIAL SAFE CITY
Paris

Reporty - General

Founded
2014

Location
Rothschild, Tel-Aviv

Approved By
iOS & Android

The Team

Amir Elichai
Founder & CEO

A former officer in an elite IDF unit, Amir has over 11 years of operational experience spanning the military and security apparatus in Israel.
As the founder of Alpha Sky Project Investment he has gained valuable management experience and developed significant expertise in fundraising and organizational strategy for local (Israel) and foreign start-up companies. Amir holds a B.A. in Law and Business from the Interdisciplinary Center in Herzliya (Israel).

Lital Leshem
Co-founder & CMO

As an IDF Captain (Res), with over 6 years of operational experience Lital has previously served as the Director of Marketing and Project Manager at Black Cube, a business intelligence company and managed the marketing and business development in a strategic consulting security company.

Technological & Design Team

Alex Dizengof
Co-Founder & CTO

Alex has led teams in developing algorithms and control software for robots in the International Robocup Challenge, as well as in developing cyber security software for the Office of the Prime Minister (Israel). Alex holds a BSc in Computer Science and an MSc in Computer Science and AI from Bar Ilan University.

Yoni Yatsun
Co-Founder & Senior Developerment

A seasoned developer, Yoni created the main algorithm for Navix. Previously he worked as a developer for Mobilicom, a developer of Mobile Wireless Network solutions and products. Yoni holds a Bsc in Computer Science from Bar Ilan University.

Board / Advisory

Mr. Ehud Barak

Chairman & Investor

The tenth Prime Minister of Israel, the 14th Chief of Staff of the Israel Defense Forces and former Minister of Defense.
In the business world Barak was a partner in the investment fund SCP and served as president of Gilat Satcom, a satellite communications company. In January 2014 he was appointed as a director of CIFC Asset Management.

Mr. Pinchas Buchris

Director & Shareholder

As the former Deputy Commander of an elite IDF operations unit and former Commander of the IDF 8200 cyber intelligence unit, Brigadier General Buchris brings decades worth of valuable operational experience and homeland security knowledge to Reporty. Past appointments include: CEO of the Ministry of Defense, CEO of Oil Refineries Ltd. Currently an independent businessman, Buchris also serves as an AIPAC board member.
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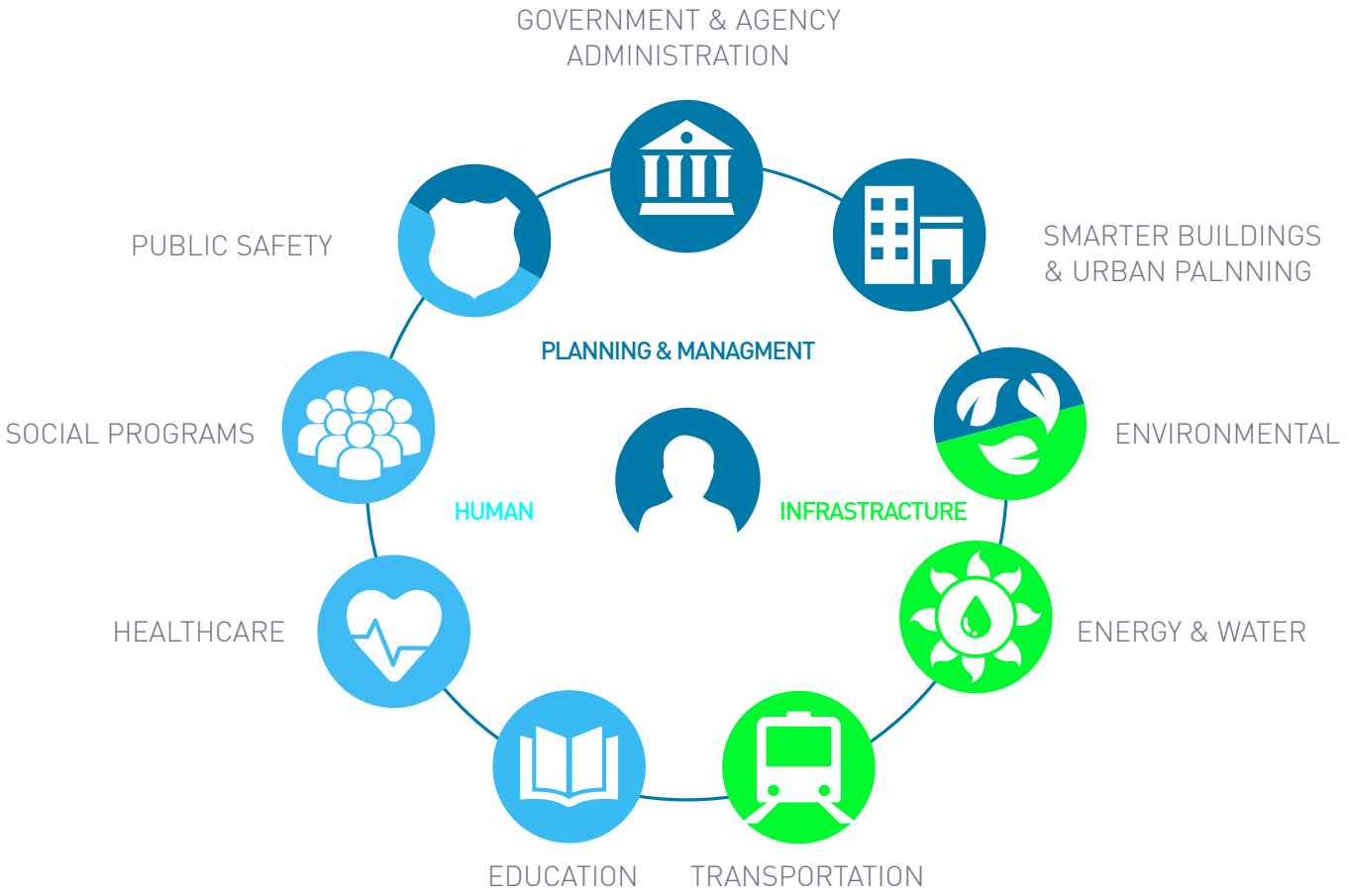
Prof. Gal A.Kaminka

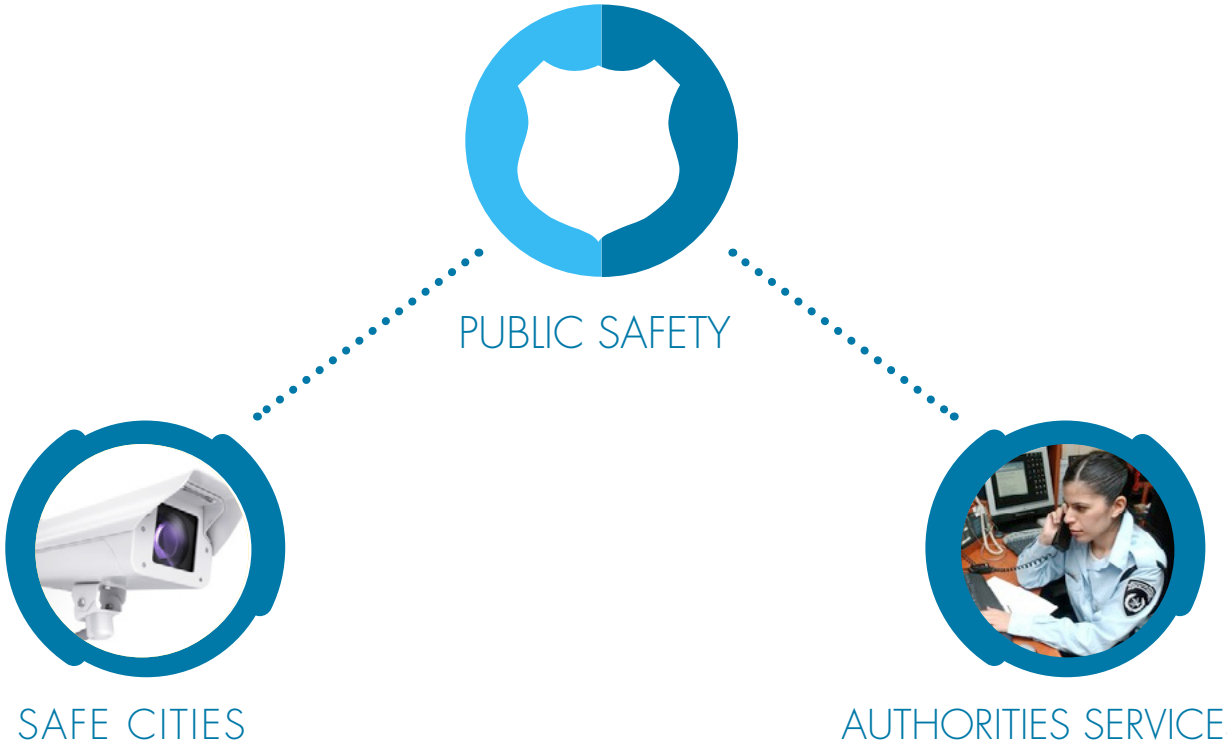
PhD

Advisory Board - Head of the MAVERICK group at Bar Ilan University, which conducts research in multi-robot systems, teamwork, cognitive modeling, and artificial intelligence. Professor Kaminka is an accomplished researcher, teacher and specializes in the transference of theoretical computer science to practical applications. Professor Kaminka holds a PhD in Computer Science from the University of Southern California and a B.A. (Cum Laude) from the Open University in Israel.

What is Smart City?



What is Public Safety?



The Existing Solutions

- Expensive
- Human resources
- 24/7 Streaming 95% irrelevant
- High maintenance
- No connection to the crowd
- No Indoor Coverage

- Millions of calls every day
- Not Location Based
- No video - unreliable
- Inefficient
- Continually increased response times
- No real-time event notification
- No prioritization ability

Reporty - Gives the Power to the Crowd

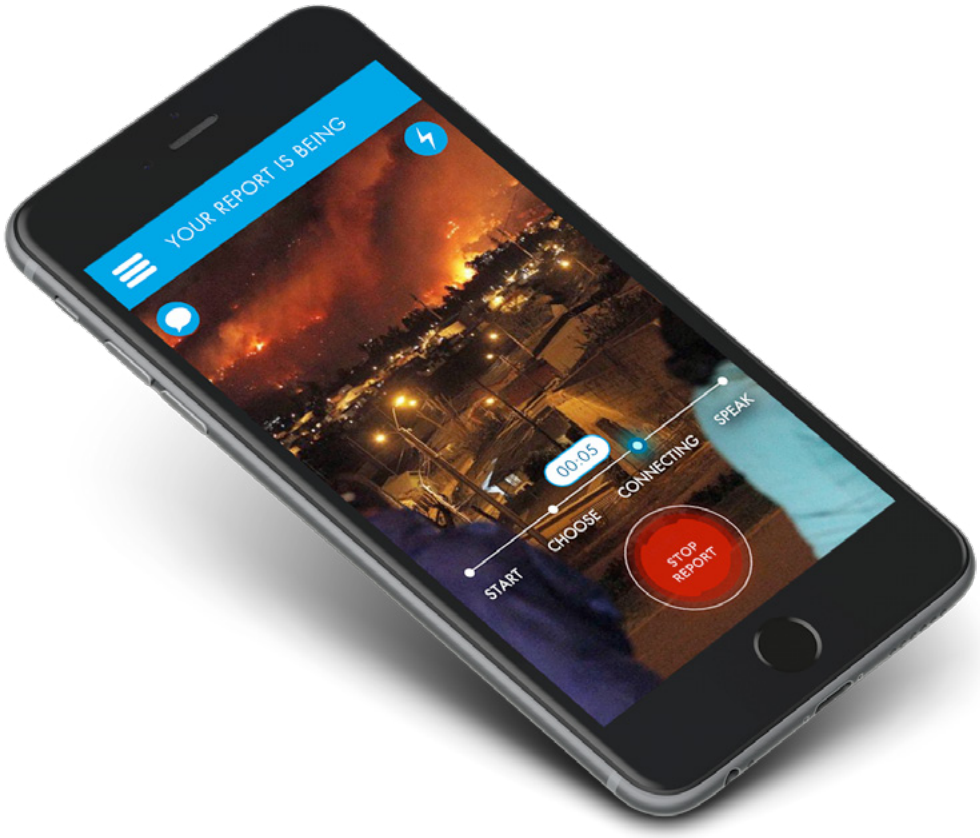
The System

A one-click app that creates a new global standard in reporting any type of event. Don't know the local hotline numbers? Don't speak the local language? Our iOS and Android mobile application is your direct line of communication to the resources dedicated to your safety. We are committed to making you feel safer.

1 START

2 CHOOSE

3 REPORT



C2I Platform

Reporty's C2I dispatch platform is the tool that brings the event from the field to a Public Safety Answering Point (PSAP). Getting real-time information from the field can only be turned into useful intelligence if it is processed efficiently. With Reporty at their fingertips, command and control center managers will be able to prioritize and route calls to the appropriate dispatchers faster and more efficiently.

4 CONNECT

Prioritize

Operator Platform

Dispatchers who have Reporty calls routed to them through the mobile application have instant access to crucial information that provides them with a clearer picture of events. In addition to live video & audio at the scene of critical events, the Reporty system provides dispatchers with reporter personal details, pinpoint location and reliability ranking. In the event that a reporter is unable to speak our 2-way live chat feature allows the operator to communicate with the caller instantly and clearly.

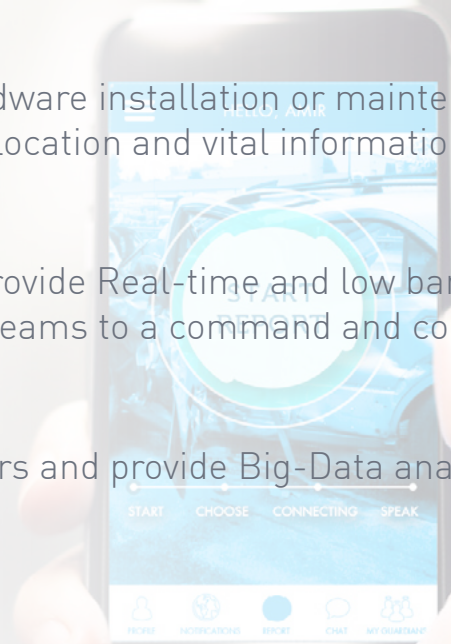
5 SPEAK

Show on map

Chat with dispatcher

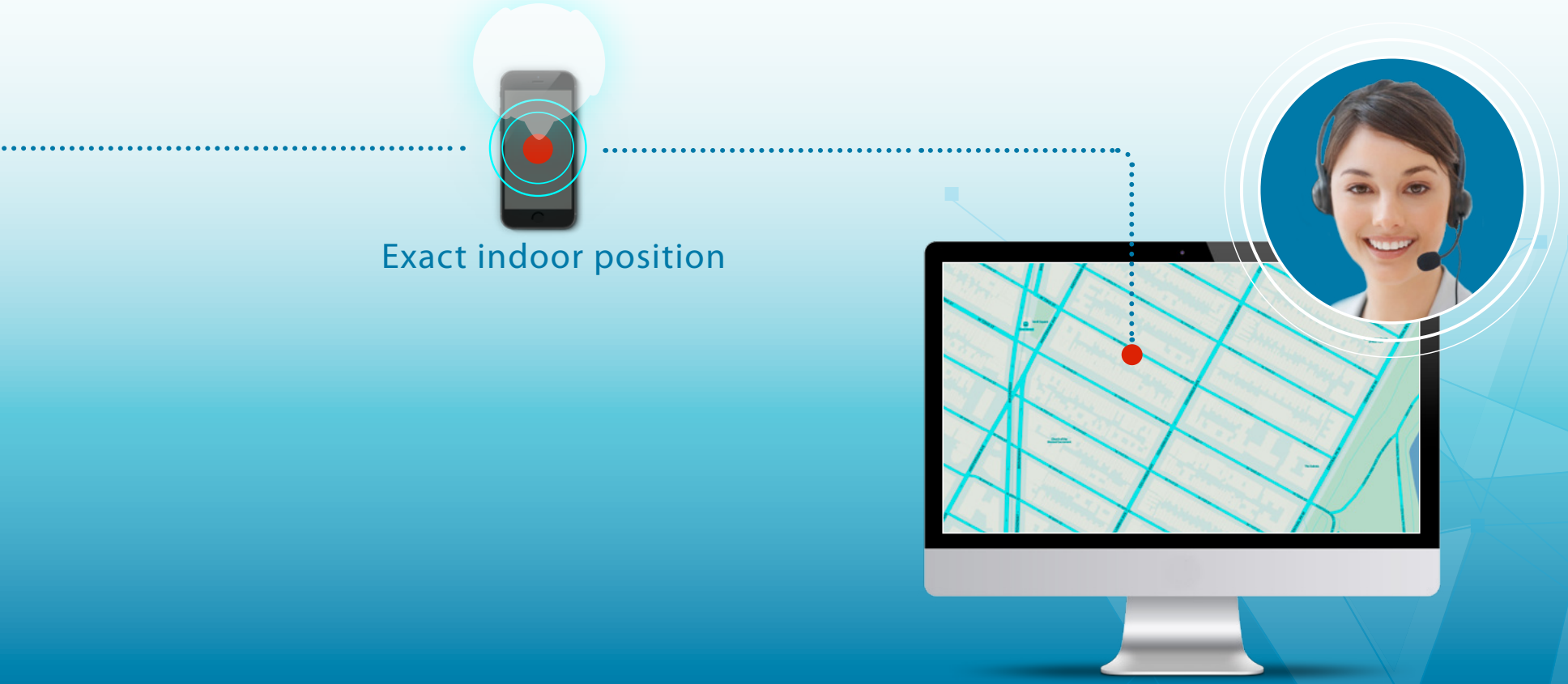
The Technology

- Our cutting edge technology doesn't require any expensive hardware installation or maintenance and provides reliable video & audio streaming coupled with accurate indoor location and vital information.
- We use advanced Hardware accelerated encoding in order to provide Real-time and low bandwidth video streaming that can withstand of thousands of simultaneous streams to a command and control center.
- We use Cloud infrastructure in order to scale to millions of users and provide Big-Data analytics such as region specific crime rates crowd-sourced from our community.
- Full integration between the organization PBX and R.cloud.
- Adaptive bitrate – for ultimate voice conversation.



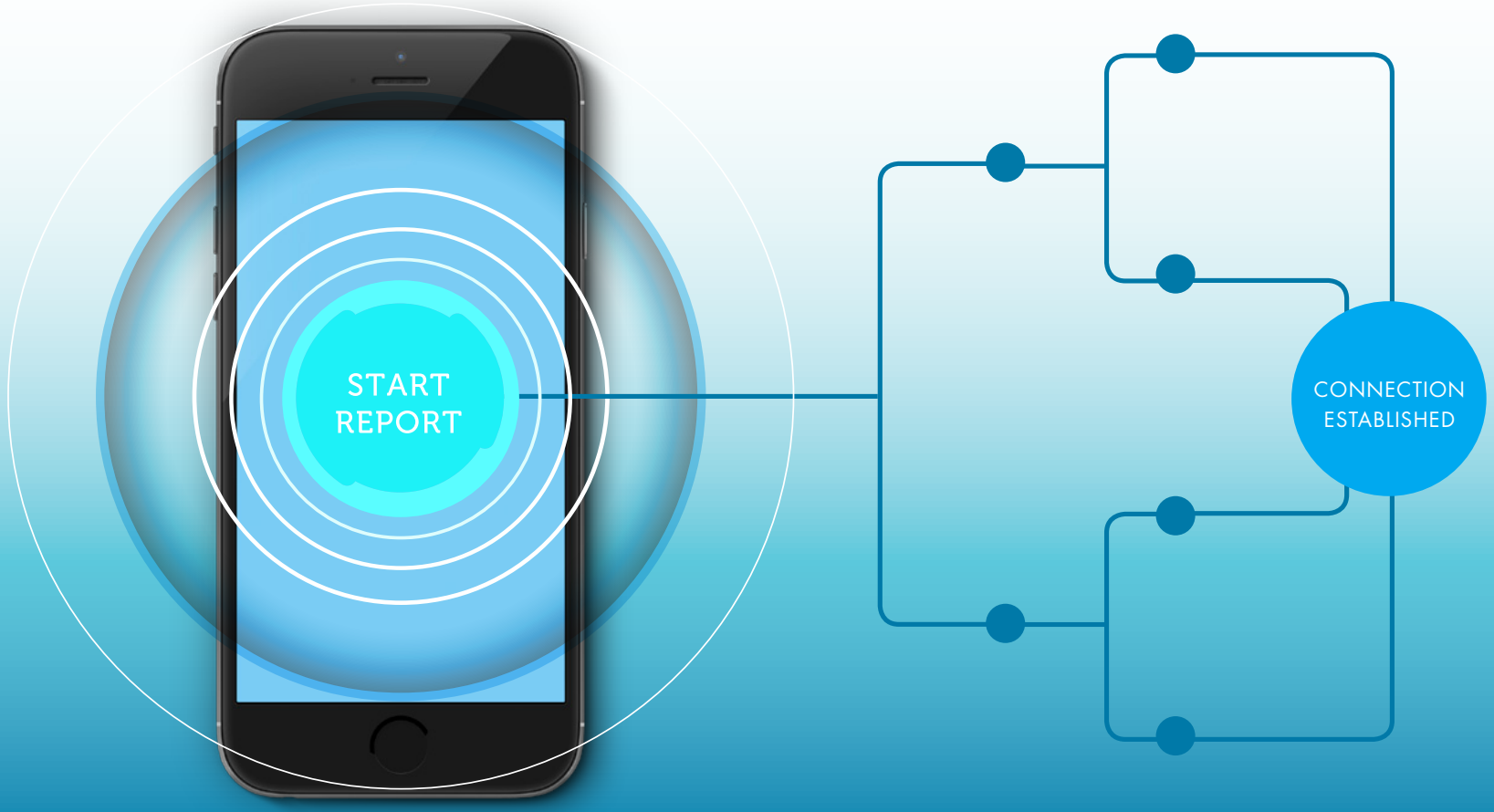
Indoor Position

Our novel Machine-Learning algorithms learns the location specific RF and human movement patterns and provide an accurate location of a subject inside a building in a human understandable language.



Router

We use our own 'Virtual call router'(Patented) in order to achieve the best communication via: UMTS, 3G, 4G, LTE and Wi-Fi.



Patents

- Patent 1:
  Automatic load balancing - Sustaining activity during high network strain

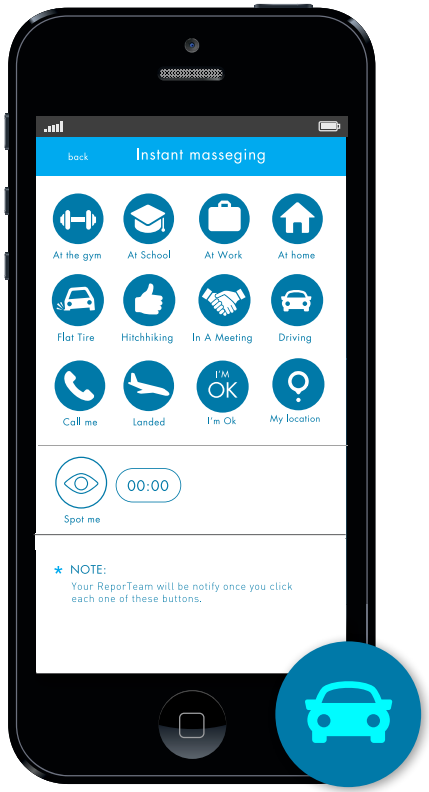
- Patent 2:
  Reporty router – the ability to optimize voice and video communication in real time by identifying the most stable method of communication

Social Features – ReporTeam

A personal safety network in the palm of your hand. With dozens of manageable features and settings the user creates an intranet consisting of their personal Team.

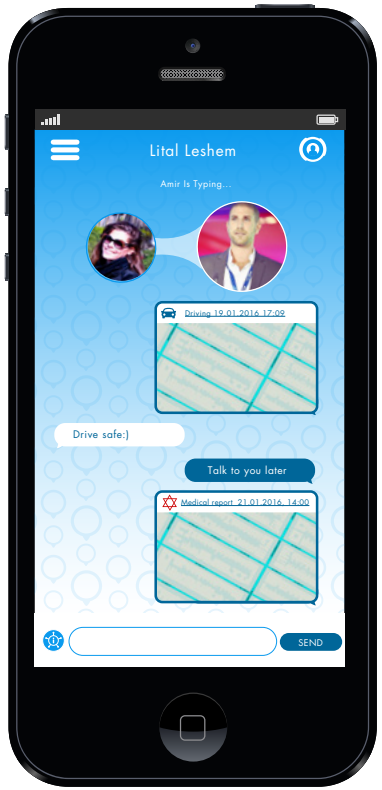
1 Create your own Reporteam and be part of other teams

2 Instant messaging with location



DRIVING

3 Automatic chat notification



Auto notification

Scoring and Safety Bar

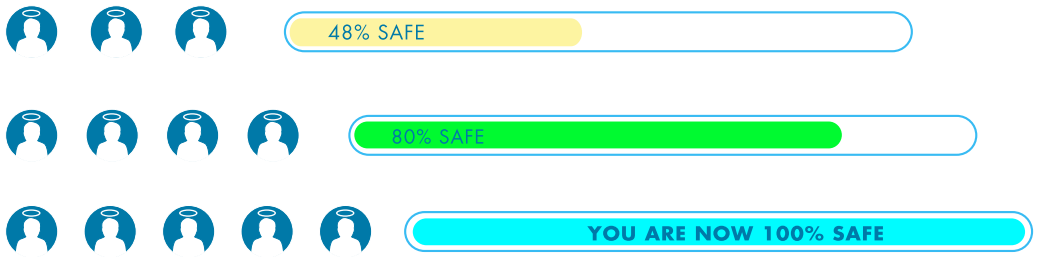
If and when you need to call for help, the accuracy of your report to emergency dispatchers is essential. Every time you connect with a dispatcher through the Reporty mobile application, you will be ranked by the accuracy and reliability of your report.

ADVANTAGES

For the authorities: Credibility score

For the users: Psychology incentive

For Reporty: Identify the "best" users



Advantages

- Ultimate indoor positioning cover
- Reliable position based
- Reporting by live video & audio streaming
- Full integration for the existing solutions
- Reducing False Reports
- Shortens authority's response time
- Reduces Crime Rate
- Encourages citizen's social involvement
- Online + offline based
- Gives the authorities millions dedicated eyes
- Direct connection between the citizen to the authorities
- Creates useful information (big data analytics)
- Can use for evidence
- Fits for crisis situations
- Saves Money
- Saves Lives

Current Status

- 15.10.15 We lunched our first operational system.
- 4 Installation in Israel: National medical institute, 2 Large cities, Biggest news channel.
- More than 25,000 Reports has been made ~ 15,000 Min
- Average call duration: 45 Sec
- In process: 7 Large Israeli Cities, Israeli home front command, Police, Fire department, Microsoft & Telecom companies.
- Approved by Apple.

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contact@reporty.com
+972-54-678-3796